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NEWS AND TRENDS . . . IN CITY DEVELOPMENT

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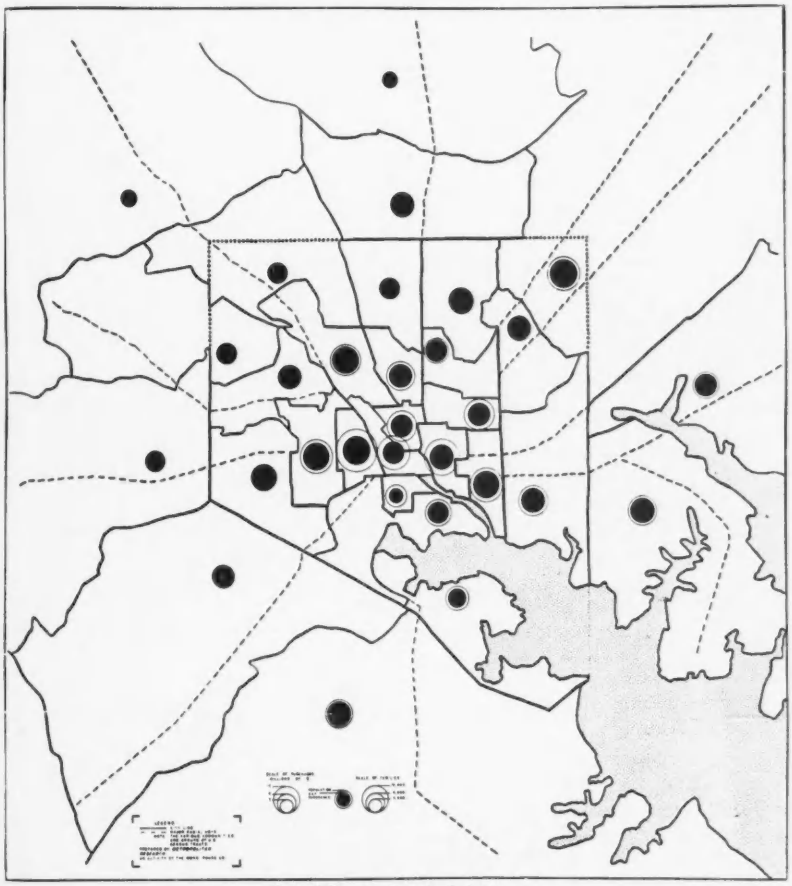
ESTIMATING PRODUCTIVITY FOR PLANNED REGIONAL SHOPPING CENTERS

By James W. Rouse, President, The Moss-Rouse Company



Retail Gravitation in Baltimore

This outline map of Baltimore and its environs portrays population (number of families, 1950 Census) in the various sections of the metropolitan area and shows the dollar volume of department store type purchases (shopping goods—general merchandise, apparel, furniture and home furnishings) made annually by the families residing in each residential district. Estimates of shopping goods by family income level are compiled by the Bureau of Labor Statistics.

On this map the outside circle represents population (number of families), and the inside solid black circle is the dollar volume of shopping goods purchases made by these families. Where the inside circle is much smaller than the outside circle, a low quality market exists.

The determination of shopping goods purchasing power for each residential district plays an important part in estimating the sales potential for any major retail center where the principle of retail gravitation is applied.

Editor's Note

At best, the problem of planning the size of a proposed shopping center is difficult. To predict accurately the center's volume of business is almost impossible. But it would seem that when tangible ingredients can be measured then so many unknowns are removed from the calculations. A substitution of measured quantities for informed judgment approximates a scientific approach. Even though a formula can be varied by quantities of proportions in the ingredients, the end product can be substantiated. The method of estimating a market potential for a regional shopping center here described is an approach by formula.

James W. Rouse, mortgage banker of Baltimore, the author, is president of The Moss-Rouse Company. Mr. Rouse is a member of the board of directors of the Mortgage Bankers Association of America, the Real Estate Board and the Citizens' Planning and Housing Association of Baltimore. Currently he is serving on the President's Advisory Committee on Housing Policies and Programs with the special assignment as chairman of the subcommittee on urban redevelopment, rehabilitation and conservation. Apart from these services he formerly chairmanned the Mayor's Committee on Housing and Fight-Blight, Inc. These two groups fostered the widely heralded "Baltimore Plan" for slum and blight prevention through housing and health law enforcement.

Apart from his business and public service distinctions, Mr. Rouse is a member of the Community Builders' Council of Urban Land Institute. When the Council met in Baltimore last month, he gave the group a demonstration of the methods used by his business

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Plan-itorial . . .

Is U. S. Industry Overbuilt?

Since 1940 the volume of industrial construction in this country has been very high—at first, to turn out the requisites for war; later, to meet an insistent civilian demand. Now that the postwar boom is apparently levelling off, the question of plant capacity, perhaps, over-capacity, is again being raised.

The hazards of prediction vary inversely with the term of the forecast. To state here that the volume of industrial construction in 1954 will be 75, 100, or 125 percent of its current volume would be hazardous. By contrast, the most successful and succinct economic prognostication ever uttered was the elder J. P. Morgan's famous dictum, "Don't sell America short." Despite wars and depressions, it has stood the test of time.

Pessimism Unwarranted

On such a long-term basis there can be only one answer to the question of industrial capacity--U. S. industry is grossly underbuilt. To skeptics, the following observations are offered as supporting evidence:

Item: U. S. population is growing very rapidly. The 1940-50 net increase was 19½ million persons; since then we have gained almost half that number in a third of a decade. By 1960, conservative estimates place the total U. S. population at between 175 and 180 million, and still growing. The industrial plant that serves our present 160 million people will then be far from adequate. Yet that time is only six and a fraction years away.

Item: U. S. industrial products are growing in number and in speed of acceptance. In a recent advertisement, the Bankers Trust Company noted that it took sixteen years for the automobile industry to become a billion dollar business, whereas the television industry made it in three years. Technological progress expands geometrically—the more we learn about such new fields as, for example, petrochemicals, light metals, electronics, atomic energy, and others, the more opportunities are uncovered for additional discoveries and applications. American industry is pyramiding its research expenditures. New developments mean new products and, in turn, new plants to produce them.

Item: A new pattern of industrial location is developing in the United States. No longer is industrial production heavily concentrated in the older sections of the country. The once familiar phrase, "Prices slightly higher west of the Mississippi," is seldom seen today. Why? Higher population densities and increasing transportation costs have made it economically smart to build local plants to serve other rapidly growing sections. That trend will continue as population growth continues. And should a waning boom make selling harder, competitive forces will intensify it. Facing a choice between building a regional plant or losing a good market, American industry will build.

Item: A few far-sighted prophets are heralding the dawn of a second industrial revolution. It is based upon a concept so recent that it has not yet acquired a generally accepted name, although "automation" is frequently used. The first industrial revolution substituted mechanical power for muscles. The second, it is claimed, will ultimately shift human labor from the operation of machines to simply their maintenance and supervision. To illustrate: A new $10 million plant in Ohio has just started to produce bleached soda pulp. Its capacity is 110 tons per day. The working force is four men per shift.

How fast and how far this new technique will be extended through American industry remains to be seen, but present conditions favor its adoption. Human labor is becoming more and more expensive, while our know-how in the field of automatic controls is expanding very rapidly. Whether it comes by revolution or evolution, automation will bring with it many new factories designed to take full advantage of its great potentialities.

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MAX S. WEHRLY, Editor
J. ROSS MCKEEVER, Asst. Editor

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INDUSTRIAL ZONING GETS NEW TECHNIQUE

A wholly new concept for industrial zoning comes from the re-zoning study under way in Chicago. The new ordinance proposes the initiation of "performance standards." When enacted this provision will give a new tool in effective zoning for industry.

Instead of specifying types of industries that are permitted or prohibited in specific zones, the Chicago proposal sets up for each industrial zone maximum permissible limits of air pollution, odor, noise, fire hazard, traffic generation, etc. Any industry, regardless of its manufacturing process, would be allowed to locate in a zone providing it could meet that zone's performance standard. This proposal would put into practice a new departure in the technique for industrial zoning.

THE VALUE OF A PARKING SPACE

Figures from 18 cities compiled by the Chamber of Commerce of the United States reveal that annual retail sales ranging from about $10,000 in Newton, Mass., to $64,000 in Modesto, Calif., can be attributed to each parking space in a downtown retail area.

ESTIMATING PRODUCTIVITY FOR PLANNED REGIONAL SHOPPING CENTERS

(*Continued from Page 1*)

organization in its evaluations of market potentials for shopping centers. The technique used by his Metropolitan Research is a new departure in market analysis. In full development, this method could be applied to other calculations such as determining the effect of new shopping centers on the central business district or the answer to whether an area should be re-zoned for business. The principle of retail gravitation is unique. The method will be of interest to developers, investors and planners. Urban Land is privileged to present this article to its readers.

One of the most pressing problems facing developers of retail centers today is how to estimate with any degree of accuracy the extent to which a planned, but as yet unbuilt, shopping center will be successful. This is not only the problem of the developer, but it is also of great importance to prospective tenants and to investors. The advent of integrated drive-in retail shopping centers is relatively recent; the large majority of them have been planned and built only since World War II. Thus, available time has been too short for the extensive amount of research necessary to devise methods of measuring productivity, and there has been too short a period of actual experience to verify accurately the predictions that have been made for existing centers.

The Judgment Method

We have been deeply concerned with this situation, first as mortgage bankers financing a number of shopping centers and as consultants on others. In these roles we have spent a great deal of time attempting to devise a method that would come up with more valid estimates of the success or failure of a given center than are obtainable through the judgment approach which has been so extensively employed. For many years market analysts have used judgments almost exclusively. They have delineated trading areas; they have estimated effects of competition; they have allotted purchases to centers, and have recommended sizes of shopping centers based almost solely on their own judgments.

It seems to us that there are a number of weaknesses inherent in this approach. First of all, there is no such thing as a finite trading area in an urban community. Secondly, the complex interplay of competing retail areas within a metropolitan area is beyond accurate evaluation based on judgments. Thirdly, there seems to be evident in most such judgment-surveys an unintentionally optimistic bias in estimating amounts of purchases to be made at a new center. Often the end result of these errors produces centers that are uneconomic for their owners, tenants, and investors. We have often wondered whether or not the total estimated sales would exceed the available purchasing power if the judgment technique were applied to every existing retail district and center in the metropolitan area.

A Scientific Approach

In our research department we have sought a method which would minimize straight judgment in this estimating. We have evolved a method which, although certainly not foolproof, has proven to be a remarkably close indicator of sales potential for new shopping centers. It should be clearly understood that this method does not apply to what is known as a neighborhood shopping center or "convenience goods" center, but can only be used for the large community type center or regional shopping center—those with a large presentation of "shopping goods". Because "shopping goods" make up the preponderance of merchandise in a large community or regional center and represent the main attraction of such centers, an estimate of the market for this type of merchandise provides the most reliable indicator of the center's productivity.

The Law of Retail Gravitation

In 1929, Dr. William J. Reilly, Professor of Marketing at the University of Texas, derived a formula which was an adaptation of one of Newton's laws of gravitation. Dr. Reilly called his principle "The Law of Retail Gravitation" which stated:

"Two cities attract retail trade from any intermediate city or town in the vicinity of the breaking point, approximately in direct proportion to the populations of the two cities and in inverse proportion to the square of the distances from these two cities to the intermediate town".

Dr. Reilly experimented with this law in nearly 150 communities throughout the nation. He found its application to be substantially correct in every instance. You will note that its original purpose was to determine the dividing line of retail influence between two cities. In its original form it was not suitable for application within a metropolitan area.

Major credit for realizing that this principle might be adapted for use in determining market potential of a planned retail center within a metropolitan area belongs to Kenneth C. Welch. Mr. Welch, a shopping center and retailing expert of many years standing, first applied an adaptation of Reilly's principle to estimate potential sales of a planned regional center in 1952. Our research department, working with Mr. Welch, has further refined and perfected this technique.

By substituting retail presentation of "shopping goods" in square foot area for "size of city" and by changing "distance" to "driving time-distance", and, further, by substituting "residential area" for "intermediate community", we have been able to apply a principle of retail gravitation in an urban area. The principle as we use it could be properly stated:

> Retail shopping centers and districts in a metropolitan area attract trade from the neighborhoods and communities comprising the area in direct proportion to the shopping goods presentation at the district or center and in inverse proportion to the square of the driving time-distances between the retail districts and centers and neighborhoods and communities.

Applying the Principle

As used by Dr. Reilly, the population of a city, in effect, reflects the city's total presentation of retail merchandise as an attraction to the outlying consumer. In our usage, presentation of "shopping goods" merchandise in a retail district or center is the "pull" exerted upon consumers throughout the metropolitan area. This pull is expressed in the dollar volume of "shopping goods" sales being done in a given retail district or center. The power of any "pull" to attract customers is directly proportional to the volume of its "shopping goods" sales.

These shopping districts and centers exert their "pulls" singly and in combination on a finite quantity of purchasing power within the metropolitan area. Thus, it is apparent that the estimates of total productivity of all existing and proposed centers can never ex-

ceed the total "shopping goods" purchases of metropolitan area residents. For example, in the Baltimore metropolitan area annual gross "shopping goods" sales total $380,000,000 made at downtown and 26 other retail districts. Baltimore's 420,000 families and unrelated individuals (based upon Bureau of Labor Statistics expenditure data and Census income data) spend approximately $300,000,000 annually on "shopping goods" purchases. The difference between sales and purchases lies in the fact that Baltimore has $40,000,000 in catalog sales, and approximately $40,000,000 in sales to nonresidents of the metropolitan area. We have, therefore, matched sales with purchases. We are dealing with known quantities of both sales and purchases.

This calculation of purchases and distribution of retail sales by district can be done in any metropolitan area. In addition to distributing the "shopping goods" sales to the various retail districts, one must also distribute the purchasing power to the various residential neighborhoods. We have grouped Baltimore's 420,000 families into logical neighborhoods or communities of from 10,000 to 20,000 families. The purchasing power of these neighborhoods or communities represents the sum total of "shopping goods" purchasing dollars on which is exerted the "pull" of all retail districts. The extent to which a given retail district or center will attract "shopping goods" purchasing dollars from a given community is based directly on the size of the retail districts' "pull" and the driving time-distance between the retail district or center and the community or neighborhood. It will be noted that upon each community's or neighborhood's purchasing power, there are exerted pulls from every retail district or center.

Our adaptation of Reilly's principle enables us to exert the combined pulls of all the retail districts on a given residential community and to distribute that community's "shopping goods" purchasing dollar according to the factors inherent in the Law of Retail Gravitation—time-distance from retail center to community and size of the attraction of the retail center. Thus, we apply a consistent, logical formula for determining productivity which weighs the competitive power of every retail district and distributes all "shopping goods" purchases to these districts. We make it impossible for sales estimates to exceed actual purchases. The impact of a proposed shopping center is considered automatically in its relationship to each and every retail district.

"Target Productivity"

It is obvious that if a new center is to achieve its planned productivity, it must take away from other centers the equivalent of its own volume of business. If the center is illogically located with respect to purchasing power and competition, the principle of retail gravitation will reflect this in showing that the center will not reach its "target productivity."

The "target productivity" for a center is arrived at by taking the planned store area to be allotted for the presentation of "shopping goods" or by assigning a tentative area in the proposed center to be allotted for that purpose and then giving this area a sales potential of $60.00 per gross sq. ft. Thus, 200,000 sq. ft. of "shopping goods" stores should do $12,000,000 gross business annually. "Shopping goods" include the merchandise sold in department, variety, apparel, furniture, and home furnishings stores.

What Such Calculations Reveal

It is possible to add to these calculations any number of planned "shopping goods" centers and, thus, obtain a composite of the results of such distribution. It reflects the influence of new shopping centers on existing retail areas and on one another. The calculation shows, within reasonable limits, which of the new centers are logically planned in size and logically located. It shows which of the established retail districts will suffer losses, if any. It can easily reveal that a saturation point in a given section of the metropolitan area has been reached.

The mathematical mechanics of these calculations are complex. It is obvious that a tremendous amount of preliminary work must be done in a metropolitan area in order to effectively conduct such a study. The thought may have occurred to you, at this point, that if all of these retail centers reflect their pull only in dollar volume of "shopping goods" sales, no consideration is given for the pulls exerted by amenities and advantages of integrated drive-in shopping centers with adequate parking and unified promotion. There is no way to measure the value of such intangibles as the amenities. Their absence in these calculations is one of a number of conservative factors. The use of public transportation is also not reflected in these calculations because driving time-distance is measured only in automobile driving time.

When potential sales for a new shopping center, as revealed by the application of this principle, fall far short of their "target productivity" in a given center, there is a definite danger signal. On the other hand, if the potential sales come close to or equal the "target productivity", we feel that the construction of the center is probably justified. By this method, we use known quantities in "shopping goods" sales and "shopping goods" purchasing power with a consistent basis by which we distribute these purchases.

Test Cases

We have tested this procedure in a number of instances to attempt to measure its accuracy, and we find it produces within reasonable limits very logical results. For example, one of our retail districts in Baltimore consists of a large Sears Roebuck department store and a small number of other "shopping goods" stores. Not only did our application of this principle approach very closely the *known* sales volume of the district, but by using our calculations to show where the customers came from, we were able to corroborate the results almost exactly with a three-day curb-side interview survey on customer origin. This same test was applied to the Edmondson Village shopping center and the Hochschild Kohn branch at York Road and Belvedere. Similar results were obtained both in the volume of business being done and, for Edmondson Village, in the origin of customers. No curb-side origin survey was done at Hochschild's at Belvedere.

On one occasion a developer in another city engaged us to assemble market data on a center which was to include 400,000 sq. ft. of "shopping goods" presentation. This center's "target productivity" in "shopping goods" sales was $24,000,000 annually. Upon the application of this technique, it was found that the size of the center had been over-estimated and that the center could not be expected to achieve a productivity of more than about $15,000,000 annually. The center was, therefore, redesigned on a smaller scale.

The Method's Effectiveness

One of the most interesting and important results of the application of this principle is that it determines the effect of these new centers not only on other outlying retail districts but also on the

all important downtown area. Predictions as to the effect of the whole trend of decentralization on downtown areas have been frequently made ranging from that of complete disaster to no effect at all. We found that in Baltimore when the centers now leasing space were all built and operating and taking into account an increase in population to the year 1955, the downtown area was affected by losing about 18% of its volume. It should be borne in mind that not all of the new shopping centers in this particular calculation reached their target productivity, and many fell far short. Also, by increasing the population to the anticipated 1960 level and distributing it according to known trends and adding still more outlying shopping areas, the downtown area volume declined slightly from the 1955 level—the end result of this 1960 calculation being that those new centers, which we arbitrarily added, simply made up for the demands of the increased population which occurred largely in the outlying areas. This could be done for any city. The results would undoubtedly vary with the extent to which decentralization has and is to occur and with the physical characteristics and rate of growth of the city.

We have applied this principle in a number of other communities: Bridgeport-New Haven; Miami; and Richmond. In every case the results of the technique, when viewed subjectively, have impressed us with their logic and usefulness as a tool for determining the feasibility and optimum size of a proposed center.

In conclusion, this method supplies the safest technique we have seen for estimating the productivity of a regional shopping center. It places estimates upon a solid foundation of fact. It eliminates, as far as possible, the danger of judgment factors biasing the results of an economic survey. It takes into account in a logical, tested manner the effect of many retail outlets competing for the consumer's dollar. By working only with the total amount of income allotted for "shopping goods" purchases, the retail gravitation method of estimating sets a ceiling on the total business which can be done in a metropolitan area. It weighs in a consistent, measurable manner the effects of varying traffic patterns. It substitutes a tested, demonstrable formula for what heretofore was largely opinion. We consider it a particularly hopeful development in shopping center analysis.

REDEVELOPMENT INCREASES VALUATIONS

The brightening that Pittsburgh has applied to its Golden Triangle through the polish from smoke control, redevelopment and rebuilding is actually a renaissance for the entire city. A report on the fiscal return from the city's redevelopment program has been issued by the Western Division of the Pennsylvania Economy League. The account here is taken from ASPO's authorized summary of the League's report in the August *Newsletter*.

"Sixty acres at the tip of the Triangle are in process of redevelopment. Thirty-six acres have been put into a park, and taxable valuations in the amount of $5,287,265 have been lost. However in the area's Gateway Center, not yet fully developed, the gain in valuations is already $10,470,490. There is an additional gain from warehouses and industrial buildings that have been relocated.

"Mellon Square was donated to the city, removing $2,459,740 from tax rolls, but new buildings already erected around the Square (which is to be a park with garage underground) have increased taxable values for a net gain of almost $16 million.

"The redevelopment project for the Jones and Laughlin Steel Company on the South Side of Pittsburgh has increased real property values $5,421,895 with an even greater increase to the County which assesses machinery.

"The net gain to date has been approximately $35 million. The redevelopment program has affected the entire city and, as a result of the stimulation given by the program, it is estimated that the overall gain during the five years of the redevelopment program is $114 million in valuation."

THE ECONOMY OF FREEWAYS

Freeways benefit the motorist directly. The region benefits indirectly, but this is not easy to evaluate. Heavily used freeways in congested urban areas, while much more expensive to acquire and construct, pay for themselves more quickly than lower-cost freeways in areas of less intensive traffic demand.

These are the conclusions from a study by the Los Angeles Metropolitan Traffic Association, reported in HIGHWAY RESEARCH ABSTRACTS for September. The study used a yardstick called "minimum benefits to the average motorist" and applied this measure to the vehicle mileage on completed sections of Los Angeles freeways. The minimum savings used are shown to be 2 cents per vehicle-mile. On this basis in a 3-year period, 776 million vehicle-miles of travel resulted in a saving of $15½ million. The original cost of the 16.57 miles of freeways under study was $42,026,683. If the savings could be applied to payment for the freeways, their original cost would be amortized in less than 10 years.

IS U. S. INDUSTRY OVERBUILT?

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New Questions Raised

All of these factors point in the same direction, a continued extension and expansion of America's industrial facilities. Economic maladjustments may slow it down. War, or the threat of war, may introduce distortions. Such abnormalities may for a time affect the rate of our progress, but they will not permanently reverse the upward trend in population, in living standards, and hence in production volume that has prevailed throughout our history as a nation.

How many of these plants will be urban, how many suburban, how many rural? What will be the space requirements for plants of the future? Will "automation" affect both of these considerations and, if so, how? The answers will profoundly affect land use plans of the future. For a number of years, industry has been demanding more elbow room for one-story production lines, for off-street loading and parking, for future expansion. The rapidly diminishing supply of urban sites suitable for industry, zoned for industrial use, and protected from intrusion by conflicting uses has been one of the major reasons for the tendency of industry to leapfrog outward, frequently beyond the boundaries of the central city. Yet remoteness has its economic costs and penalties, and for many industrial uses these increase rapidly with distance. Some industries need urban sites, and most cities need industry to strengthen the economic base. Unless more attention is given to this vital subject, both will lose out in the expansion to come.

ROBERT B. GARRABRANT,
Secretary, Industrial Council

In Print

Renewing Our Cities, Miles L. Colean. The Twentieth Century Fund, 330 West 42nd St., New York 18, N. Y. October, 1953. 181 pp. Ill. $2.50.

In medical science, the fallacy of treating symptoms while neglecting to search out underlying causes is well recognized. This book is a thoughtful application of the same principle to the problem of urban blight and deterioration, written by a man of acknowledged competence and wide experience.

Mr. Colean's premise can be simply stated. In any dynamic city, change is normal and continuous. "Usually, some parts of the city are new; always some parts are wearing out; some are so clearly beyond use, or standing in the way of a better use, as to be ready for demolition and replacement; and in some parts replacement is under way . . . The problem arises because of the many instances where the worn-out parts have not been removed and replaced but have instead been allowed to remain as a sort of urban backwash . . . The problem is one of assuring a continuity of renewal."

Why has this process been interrupted? The author finds no single answer, but rather the cumulative effect of numerous economic and physical handicaps to the renewal process. How these have developed, the manner in which they affect urban development, and what is being done to offset them are matters dealt with in an objective and revealing discussion.

Looking ahead, Mr. Colean finds much encouragement in the rapidly mounting tendency to act on the premise that "people can make their cities what they want them to be." He is concerned, however, by his feeling that "more interest is being shown in accomplishing . . . spot renewals than in removing numerous obstacles that make such accomplishments difficult." He notes with concern that for the fifteen most advanced projects under the urban redevelopment section of the Housing Act of 1949, Federal subsidies alone, without including local contributions, are expected to average $80,000 per acre, with the sale price ranging from 50 to 85 percent of the acquisition cost. "Why," he asks, "is it necessary to pay more for something than it is worth?" His recommended remedy is to induce present owners to sell for less, and prospective developers to pay more for blighted land. How can that be done? This book is his answer. It merits close study by anyone interested in the future of his community.

Today People Shop on Wheels. Special feature, Practical Builder, Industrial Publications, Inc., 5 South Wabash Ave., Chicago 3, Ill., October 1953, pp. 62-88. Single copy 50¢ (after 3 months, $1.00).

A special discussion of shopping centers for the small builder is given in this issue of Practical Builder. Information is presented that is of value and interest to every type of contractor, whether he is building one store or a group of commercial buildings. Some of the special reference information on shopping centers is tabulations of comparative occupancy space, truck dimension data and what chain stores want to know.

Caught in Our Own Web. A preliminary Thorofare for Seattle. City Planning Commission, Seattle, Wash. 1953. 27 pp., maps, charts, illus.

The popularized format of this report allows for widespread public understanding of the City's thoroughfare problems and needs. The explanations of thoroughfare types and needs are clear. The preliminary plan as presented in this report is a framework for measuring the merit of construction projects that will fit into the ultimate plan. This report continues the high caliber of Seattle's advance planning, which has been noted in other reviews of the work of this Commission.

Relocating San Francisco's Wholesale Produce Market. Dep't of City Planning, 100 Larkin St., San Francisco, Calif. August 1953. 40 pp. mimeo.

A new wholesale produce market is needed at a new location. San Francisco's existing market is inadequate and inefficient because lack of space and modern facilities results in congestion and high handling costs. These findings point to a well considered recommendation for reusing the present market area for the ultimate benefit of both the owners and the city. In this report the Department of City Planning demonstrates again the kind of detailed investigation that "planning" makes for the welfare of the city. The initiative for proceeding with the steps required for obtaining the improvement rests with the business community and with the produce industry that is most affected.

Rebuilding Industry-Commerce in St. Louis. City Plan Commission, Civil Courts Building, St. Louis, Mo., 1953. 20 pp., maps, charts.

In this report, the St. Louis City Plan Commission issues a strong bid for redevelopment of the City's worn out areas. The offer is made to private industry to use the tools that are already at hand. Industrial and commercial rebuilding within the central city is shown as being feasible. This report presents areas for beginning the operation and the outline for procedure. But, as the Plan Commission points out, it remains for the industrial and business leaders of the community to join with their city government in starting the program and in setting the steam shovels and bulldozers in motion.

Procedure for the Analysis and Processing of Subdivision Submissions TB4A. 140 External Issue No. 52, Veterans Administration Technical Bulletin, Veterans Administration, Washington 25, D. C. July 31, 1953. 9 pp.

This bulletin provides instructions to cover the application of VA's minimum property requirements for land planning and subdivision analysis. It supplements the VA's previous instructions to establish uniform procedures. The instructions follow the standards and practices in FHA's Land Planning Bulletin No. 3 entitled "Neighborhood Standards." Both bulletins should be in the hands of every subdivider and planning administrator.

Housing America's Forgotten Families: A Six Point Program. National Association of Home Builders, Washington 6, D. C. 1953, 24 pp. illus.

In this bulletin, the Home Builders present the program for the Association's participation in solutions to the national housing problem. Six points are outlined for supporting action: a sound mortgage market; changes in the mortgage pattern to ease required down payments; the prospect for the trade-in house; the reconditioning of structurally sound residential buildings; the enforcement of minimum housing codes; and the participation in urban redevelopment. Actively pursued, this program could help in housing forgotten families as well as proving that the industry hasn't forgotten its share of responsibility in providing that housing.

A New Face For America. National Association of Home Builders, 1028 Connecticut Avenue, N. W., Washington 6, D. C. 1953, 26 pp. illus.

As part of the drive to help in slum riddance, NAHB has embarked on a course supporting the enforcement of housing codes and the rehabilitation of neighborhoods. This booklet presents an outline for the pattern of action when there is community and individual support for the rehabilitation and prevention method.